

Call for Reservations Display Ads Summer 2017

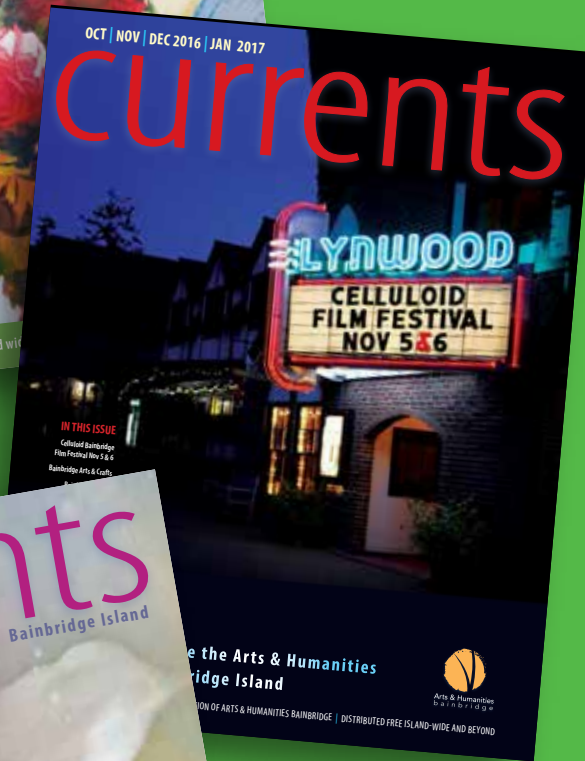


currents

Arts & Humanities Bainbridge Magazine

July • August • Sept • Oct

Reserve
space by
MAY 16
Ad files due
JUNE 1



Mailed
FREE to
every
Bainbridge
Island
Address!

Available
at several
local venues
throughout
Kitsap County

Published
since 1991

See pages 2-5 for
Ad Rates
Ad Sizes
Submission Specs
Design Help

PLEASE CONTACT Juliet Schlessler to reserve space and send a file for a DISPLAY ad: julietjs5@gmail.com or call 206.780.5335. Share this PDF specs with your graphic designer or art director to achieve the best results possible for your ad.

JULY 2017 RATES & SIZES

DISPLAY AD DIMENSIONS AND AD RUN RATES *

BLACK or FOUR COLOR PROCESS (no spot, pantone or rgb)

Size A	3.625w x 2.125h	\$185.00
Size B	3.625w x 3h	\$260.00
Size C vertical	3.625w x 4.5h	\$320.00
Size C horizontal	7.5w x 2.1875h	\$320.00
Half Vertical	3.625w x 9.25h	\$420.00
Half Horizontal	7.5w x 4.5h	\$420.00
Full Page border	7.5w x 9.25h	\$750.00
Full Page bleeds	8.25w x 10.625 h+ .25	\$750.00
Inside Front Cover	8.25w x 10.625h + .25	\$1000.00
Back Cover border	7.5w x 7.375h	\$1000.00
Back Cover bleeds	8.25w x 7.375h + .25	\$1000.00

* Less 10% for 501 (c) (3) nonprofit organizations

* Prices apply for "camera-ready" (placement ready) files only

(See following pages for examples of ad size and shape)

PUBLICATION PRINTING SPECIFICATIONS

Trim Size: 8.25" x 10.625"

Live Area: 7.375" x 9.875"

Color: Four Color Process (CMYK)

Maximum Ink Density: 300%

Line Screen: 150 Lpi

Image Resolution: Photos (300 dpi); Line Art (1200 dpi)

Paper:

Matte Coated

Binding: Saddle-stitched

Printing: Heatset/Web Offset

SPECIFICATION QUESTIONS

Jeanette Alexander, 206.842.6368

or email: jalexgd@sounddsl.com

WAYS TO SUBMIT YOUR AD:

VIA E-MAIL OR FTP SITE

Files less than 12 MB to:

jalexgd@sounddsl.com

FTP Upload site (for larger files):

www.hightail.com/u/JeanetteAlexander529334

AD SPACE RESERVATIONS

To reserve display advertising space, please contact Juliet Schlessler via email: julietjs5@gmail.com or call 206.780.5335.

Please specify ad size, whether artwork will be provided, and in what format. If you need help with design, please provide Juliet with contact name, email address and phone, and Jeanette Alexander will contact you.

Summer/Fall Issue 2017 July - August - Sept - October DEADLINES

Reserve ad space by May 18
If needed, request design help by May 18
Placement ready Ad files due by June 1
Publication goes to print on June 14

PAYMENTS: A 50% deposit is required for first time advertisers, due at the time of space reservation. This deposit is nonrefundable after reservation closing date above. The balance owing for ads placed and any related design or production fee added is due upon receipt of invoice and must be paid in full prior to print deadline (March 1 for this issue). You will be billed by Arts & Humanities Bainbridge.

When preparing your display ad, please note the following: Press Quality CMYK or Grayscale PDF at exact ad size is PERFECT!

(or 350 dpi JPEG at the correct ad size). PDF file at the exact size of ad (press optimized, CMYK, or grayscale, with fonts embedded or outlined). If a PDF file is inconsistent with Currents ad specifications, the ad will be returned to the advertiser for modification, or run as submitted if problems are not detected upon receipt of your placement ready ad file. Alternate ad formats: InDesign CS6, Illustrator CS6, Photoshop CS6. **PLEASE NOTE:** *Should a submitted file require modification by Currents staff or the printer at the last minute (past the submittal date) in order to meet the ad specifications, the advertiser may be subject to production charges in addition to the ad run charge.* FONTS: Currents cannot accept PC fonts. Suggestion: if an ad requires several fonts, or a PC font, the ad should be created in a vector-based program such as Illustrator and converted to paths/outlines.

CANNOT ACCEPT IN THESE FORMATS: PDF Writer, Publisher, Corel, MS Word, Excel, PowerPoint, or Pages. Please export to PDF.

REQUIRED MODIFICATIONS TO ADS: Should a submitted file require modification to meet Currents ad specifications, the advertiser will be notified as soon as possible before print deadline. If unable to modify to meet specifications we will ask you to resubmit.

AD PROOFS: We assume all ad files supplied are preapproved.

A PDF proof of your submitted ad file can be provided at no charge via email, simply contact Jeanette at jalexgd@sounddsl.com.

Do you need help with design/production of your ad?

Design/production services are in addition to our ad run cost, and provided at \$60 per hour plus any materials expenses, a 25% discount off standard hourly design rates as a courtesy to all Currents advertisers. Costs vary according to time required and materials provided by the advertiser. Please provide enough information in order for Jeanette to estimate the cost. Contact Jeanette Alexander: email: jalexgd@sounddsl.com.

currents DISPLAY Ad Size Examples

PLEASE REFER TO SPECIFICATIONS FOR
DIGITAL AD SUBMITTALS ON PREVIOUS PAGE.

For questions regarding prices and sizes, and to reserve display advertising space, please contact our ad sales manager:
Juliet Schlessler, 206.780.5335; email: julietjs5@gmail.com

If you need design and production of your display ad, contact
Jeanette Alexander, 206.842.6368; Email: jalexgd@sounddsl.com.
Additional fees will apply

Thank you to all advertisers who work with and support
the arts and humanities. We couldn't do it without you!

Size A

\$185.00

3.625w x 2.125h (inches)

Horizontal Only

SIZE C HORIZONTAL

\$320.00

7.5w x 2.1875 (inches)

Half Page Horizontal

\$420.00

7.5w x 4.5h (inches)

FULL PAGE BLEED FOUR COLOR PROCESS

\$750.00 inside back cover or \$1000.00 inside front cover

(Live area = 8 x 10.5) TRIM IS 8.25 x 10.625 plus need a .25 bleed excess for image that is to bleed to edge

FULL PAGE (without bleed) 7.5 x 9.25 - SAME RATES AS ABOVE

Size B

\$260.00

3.625w x 3h (inches)

Half Page Vertical

\$420.00

3.625w x 9.25h (inches)

Size C VERTICAL

\$320.00

3.625w x 4.5h (inches)



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CRETIFECIBUS BONENATQUO NULA
CONSULIS TE, FES SILIN PERDIU INGULTO
MOLTORIS TAM INPRATILINTE TERFITIA

ICAVOCUP IMILICTUM NONSULUS, SENTERI
VASTANT IAESSE ETRE RE DUM RE IGILINA,
QUE CEPS, DIN SPERCE FACI CRIO NORIO
IAM ATUM ETILIENT, PATIU

ECRWSS
CURRENT RESIDENT
BAINBRIDGE ISLAND WA 98110

15,000 issued quarterly | Mailed to all addresses on Bainbridge Island, available on the Bainbridge-Seattle WSF, and several venues in Kitsap County

Outside Back Cover

\$1000.00

Bordered ad

7.625" square (inches)

IF YOU WANT A BLEED AD BEYOND THE TRIM EDGE:

Live /Trim area is 8.25" w x 7.875" h inches
Keep all text within 8"w x 7.5h "safe" area
Add .25" excess artwork beyond in your file
for a bleed to edge ad.